

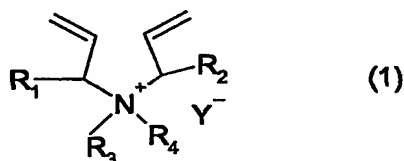
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WE CLAIM:

1. A polymeric compound comprising a main backbone derived from at least the following monomeric components:

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(I) 20 to 99.9% by weight of at least one cationic monomer according to formula (1)



where

- 10 R_1 and R_2 are, independently of one another, hydrogen or C₁-C₄ alkyl;
 R_3 and R_4 are, independently of one another, hydrogen, or an alkyl, hydroxyalkyl, carboxyalkyl, carboxyamidealkyl or alkoxyalkyl group having from 1 to 18 carbon atoms; and
 Y⁻ represents an anion;
- (II) 0.1 to 80% by weight of a hydrophobic unsaturated nonionic monomer that polymerizes in
 15 the presence of an initiator; optionally
 (III) a water-soluble monomer different from either monomer (I) and monomer (II) in an amount between 0 to 60% by weight, and optionally
 (IV) a crosslinking agent, in an amount between 0 to 10% by weight.

- 20 2. A polymeric compound according to claim 1 wherein at least one cationic monomer (I) is selected from the group consisting of diallyldimethyl ammonium chloride (DADMAC), diallyldimethyl ammonium bromide, diallyldimethyl ammonium sulfates, diallyldimethyl ammonium phosphates, dimethallyl dimethyl ammonium chloride, diethylallyl dimethyl ammonium chloride, diallyl di(beta-hydroxyethyl) ammonium chloride, and diallyl di(beta-ethoxyethyl) ammonium chloride.
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3. A polymeric compound according to claim 1 wherein at least one cationic monomer (I) is diallyldimethyl ammonium chloride (DADMAC).

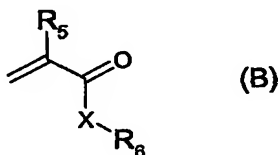
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4. A polymeric compound according to claim 1 wherein hydrophobic monomeric reactant (II) has a value for water solubility of less than about 50g/100g of water at room temperature and a pH of 7.

5. A polymeric compound according to claim 4 wherein at least one hydrophobic monomer (II) is selected from the group consisting of vinyl and (meth)acrylate based compounds, (meth)acrylonitrile and esters of unsaturated polyfunctional acids.

6. A polymeric compound according to claim 4 wherein at least one hydrophobic monomer (II) is selected from the group consisting of styrene; vinyl esters of C₂ to C₁₈ carboxylic acids, N-vinyl amides of C₂ to C₁₈ carboxylic acids and alkyl (C₄ to C₁₈) acrylamides.

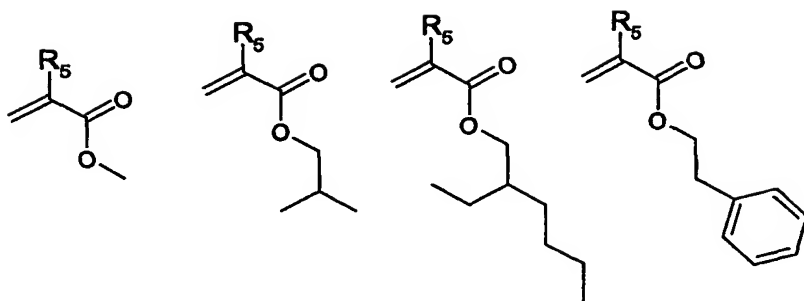
7. A polymeric compound according to claim 1 wherein at least one hydrophobic monomer (II) is represented by formula (B)



20 where R₅ is H or CH₃, and R₆ is C₁-C₁₂alkyl, C₁-C₁₂alkoxy, C₁-C₈alkylphenyl that may be substituted one to three times by C₁-C₁₂alkyl or C₁-C₁₂alkoxy, or C₁-C₈alkylphenyl interrupted one or more times by oxygen wherein the phenyl group may be substituted one to three times by C₁-C₁₂alkyl or C₁-C₁₂alkoxy; C₁-C₈alkylhydroxy and X is a divalent radical selected from -O-, -NH- and -NR₇-, wherein R₇ is C₁-C₈alkyl.

25 8. A polymeric compound according to claim 1 wherein hydrophobic monomer (II) is selected from the group consisting of

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wherein R_5 is H or CH_3 .

- 5 9. A polymeric compound according to claim 1 wherein water-soluble monomer (III) has a value for water solubility greater than 50g/100g water at room temperature and at a pH of 7.
- 10 10. A polymeric compound according to claim 1 wherein water-soluble monomer (III) is selected from the group consisting of vinyl amine, vinyl formamide, vinyl alcohol, vinylpyrrolidone, vinyl caprolactam, vinyl derivatives of dimethyl siloxane, aminosiloxanes, vinyl fluorocarbons, hydroxyalkyl acrylates, aminoalkyl (meth)acrylates and their salts, (meth)acrylic acid and salts; acrylamide, methacrylamide; and N,N-dialkyl acrylamides such as N,N-dimethyl acrylamide, N,N-diethyl acrylamide, and N,N'-dimethylaminopropyl acrylamide and their salts.
- 15 11. A polymeric compound according to claim 1 having an average molecular weight in the range of 1000 to 5 million Daltons.
- 20 12. A cleaning product comprising the polymeric compound according to claim 1 and an effective amount of one or more surfactants.
- 25 13. A cleaning product according to claim 12 in the form of a laundry detergent, fabric conditioner, pre-treatment agent, after treatment agent or tumble dry sheet having improved dye fixation and dye transfer inhibition.
14. A cleaning product according to claim 12 in the form of a dishwashing formulation.

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15. A cleaning product according to claim 12 comprising 0.001% to 50% by weight of said polymeric compound.

5 16. A cleaning product according to claim 12 further comprising at least one modifying ingredient selected from the group consisting of softeners, perfumes, soil release polymers, colorants, preservatives, antimicrobials with various activities against various microorganisms, insect repellents, dust mites repellents and/or otherwise controlling agents, optical brighteners, UV absorbers, other light management agents, ionization agents, antifoam agents, enzymes of various kinds, bleaching agents, oxidation catalysts, zeolites, 10 and odor suppressing agents including but not limited to cyclodextrin and its various derivatives.

17. A textile processing formulation comprising 0.001% to 50% by weight of a polymeric compound according to claim 1 in liquid or solid form.

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18. Dyeing or printing auxiliaries and/or finishing agents comprising the textile formulation according to claim 17.

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19. A method for textile processing comprising addition of the textile formulation according to claim 17 before, during and after dyeing or other types of finishing processes to improve the wet fastness and prevent color fading of the textile.